



CHILDREN'S LITERACY BOOK DRIVE TOOL KIT

Your guide to organizing your own book drive
for The Book Fairies on behalf of
The Allied Foundation's Early Childhood
Literacy Program.



THANK YOU!

Dear Book Drive Organizer,

Welcome to the team! We're so grateful for your decision to host a book drive! Here at The Allied Foundation, we believe in the importance of encouraging young children to read and develop strong language skills, gain greater knowledge and expand their vocabulary to foster future success. The Allied Foundation collects and distributes thousands of books for underserved communities through our partnership with the Book Fairies. We have gifted over 8,000 books during check-ups through our partnership with Reach Out and Read and through Summer Reading Programs.

Whether you already know what type of book drive you're interested in or are still trying to figure out the best way to get involved that is okay. The Foundation has put together a toolkit full of checklists, templates, and materials to help you out. We'd like to help you get started, so please contact us if you plan to run a book drive.

Sincerely,

Heather Edwards

Executive Director

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ORGANIZING & RUNNING A BOOK DRIVE

Everyone who organizes and contributes to book drives helps us reach more children with the gift of books and the promise of literacy. We greatly appreciate all efforts. Most of the books we have provided to the Book Fairies have come from book drives. Within this toolkit, you'll find a step by step guide to provide the framework to get you started.

THIS TOOLKIT INCLUDES...

Steps to Get Started

Book Drive Ideas

Book Drive Checklist

Book Drive Collection Sheet

Book Drive Goal Sheet

Links to Online Content

Allied Foundation Contact Info



LET'S GET STARTED!

HOSTING A BOOK DRIVE



SHARE YOUR PLANS WITH US!

We encourage you to contact us if you are hosting a book drive. We can help kick-off your book drive, brainstorm ways to make it super successful, and promote your efforts in the community.

Just send an email to info@alliedfoundation.org

STEP 1: GETTING ORGANIZED

1. Set up a committee of volunteers to assist in the book drive.
2. Determine when and where to hold the book drive.
3. Determine the type of books that will be collected.
4. Determine the length of the book drive.
5. Promote the book drive.
6. Clean up after the book drive.
7. Deliver the books to The Allied Foundation.

HOSTING A BOOK DRIVE

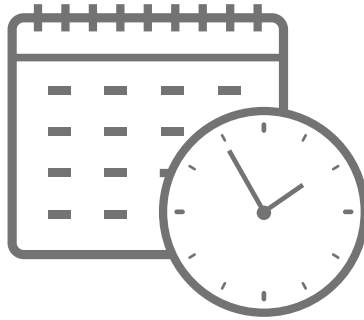


STEP 2: PICKING A LOCATION

Be creative + convenient. There are many ideal locations for a book drive. Some examples are:

- Schools
- Places of worship
- Community Centers
- Offices
- Libraries
- Coffee shops
- Sporting events
- Gyms
- Grocery stores
- In lieu of gifts
- Online Donation Pages

HOSTING A BOOK DRIVE

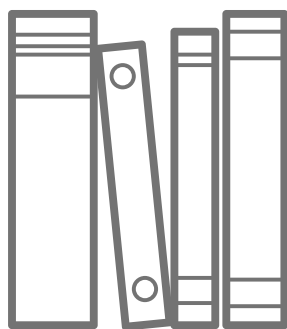


STEP 3: PICKING A TIMEFRAME

Book drives can be held any time during the year. Consider holding a drive in conjunction with other reading or literacy events in your local school or library, many of which participate in the following annual events:

- Banned Books Week (September) - www.ala.org
- Teen Read Week (October) - www.ala.org
- National Family Literacy Day (November) - www.famlit.org
- Read Across America Day (March) - www.nea.org/readacross/index.html.
- National Library Week (April) - www.readacrossamerica.org
- TV Turn-Off Week (April) - www.tvturnoff.org.
- Week of the Young Child (April) - www.naeyc.org
- Children's Book Week (May) - www.cbcbooks.org
- Reading is Fun Week (May) - www.rif.org
- Get Caught Reading Week (May) - www.getcaughtreading.org

HOSTING A BOOK DRIVE



STEP 4: SETTING UP YOUR COLLECTION SITE

Boxes or bins for book collection should be placed where they will be most visible, such as in an entryway or lobby, or in offices or individual classrooms. Boxes should be strong enough to hold a large number of books; a plastic storage bin (18 gallon) works quite well. Books can be transferred into smaller boxes (such as banker or computer paper boxes) once the bin is full. Boxes with cut-out handles work best. It is a good idea to have one person be responsible for checking the collection bin periodically during the book drive.

Posters advertising the book drive should be placed by the book collection bin, and in prominent areas around the venue. Posters and flyers can be found on the last page of this toolkit. Remember to include the start and end dates of the collection, the site(s) of the collection, the name of a contact person at the venue and the library phone number and website for anyone wanting more information. Work with your committee to determine the best way to distribute flyers, hang posters, and advertise in your organization's newsletter and/or local newspapers.

HOSTING A BOOK DRIVE



STEP 5: PROMOTING YOUR BOOK DRIVE

Social media is a highly effective tool to reach a large amount of people in very little time. Take advantage of your online presence and notify as many people as possible to participate in your book drive. (Make sure your volunteers are doing the same!)

FACEBOOK

- Create a Facebook "Event" and invite all your friends. This is a great way to keep track of interest and to post updates on your collection status. Be sure to share the event with the Allied Foundation as well!
- Share your story (create posts with all the book drive details)
- Thank donors by giving them a shout out and tagging them in your posts
- Upload plenty of photos and use the hashtag #AlliedCares in your posts
- Tag and mention The Allied Foundation too!

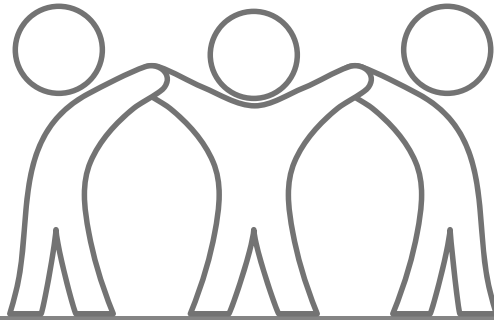
INSTAGRAM

- Share pictures of your book drive flyer, donations, EVERYTHING!
- Utilize the location tagging tool to share your collection sites
- Tag @allied_foundation and anyone else you want involved
- Remember to hashtag #AlliedCares

TWITTER

- Tweet before, during, and after your fundraiser. Let your supporters know how planning is going, how close you are to your goal, and the results!
- Share a link to your Facebook event, or fundraising page where followers can learn more about your book drive and childhood literacy

BOOK DRIVE IDEAS



TIME TO TEAM UP

Hosting a book drive with a few friends, coworkers, or family members can really help spread the word and minimize the work load by sharing it among a few people. Grab a helpful hand or two and get started!

THEMES

Picking a theme can make your book drive stand out! Themes can be simple as "Running for Reading" or Favorite Book Character Costume Contest! Consider holding a book drive during holidays like Read Across America Week or World Book Day. Dates for literacy events can be found on page 6 of the toolkit!

PARTY IT UP

If you're planning a party, ask guests to bring books as their admission!

- Class party
- Block party
- Birthday party
- Movie night
- Game night
- School Field Day

BOOK DRIVE CHECKLIST

Follow and mark this 10 point checklist to ensure you have a successful book drive!

PARTNER WITH US

First visit alliedfoundation.org to find more information about our organization + early childhood literacy.

RECRUIT VOLUNTEERS

Ask friends, family, colleagues, or neighbors to help out!

SET YOUR GOALS

How many donations would you like to raise? Ask us what books we need most. Use our goal chart to track your progress!

SPREAD THE WORD

Announce your book drive via social media, emails, local news outlets, and notices throughout your community.

SET UP TRANSPORTATION

Contact Heather Edwards at hedwards@alliedfoundation.org to schedule a book drop off or pick up date and time.

CHOOSE YOUR LOCATION(S)

Pick one or more locations that are centrally located and willing to help, like a library, school, etc.

SELECT A START & END DATE

Typically, book drives run for one week to a month.

DECIDE ON A THEME

Whether it's a baby shower, Christmas party, birthday party or a simple diaper drive in your office, choose what works for you!

START COLLECTING

Get your book drive moving and start collecting! Make sure to empty out donation bins as they begin to fill up.

SHARE YOUR RESULTS

Post pictures on social media and let everyone know (including the Allied Foundation) your results! Don't forget to thank everyone involved!



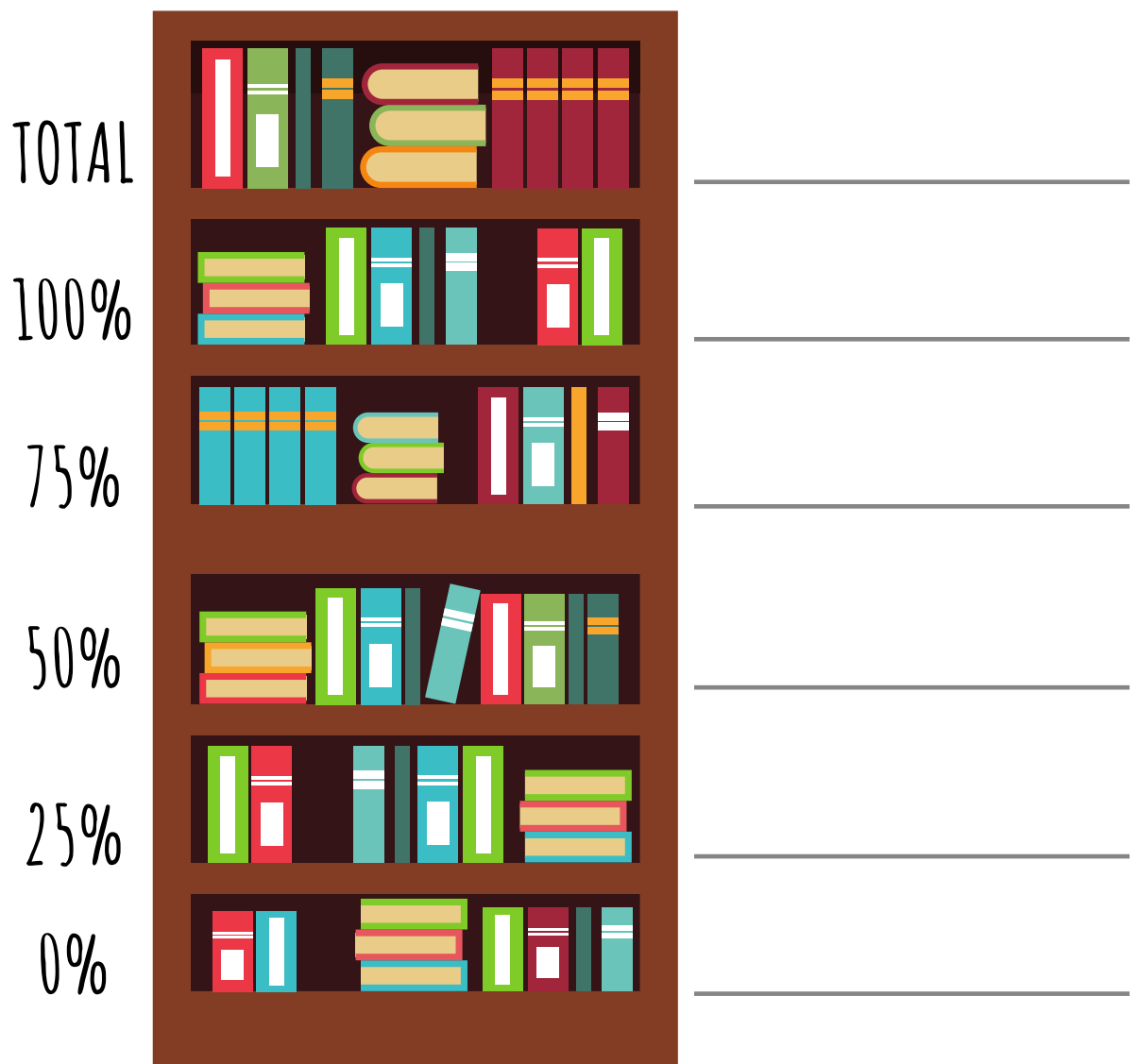
BOOK COLLECTION FORM

Use this form to track the amount and type of books you collect. Be sure to provide us with this information after your drive is done!

TYPE	# OF BOOKS
Baby Board Books	
Elementary Picture Books	
Elementary Chapter Books	
Young Adult Books (Middle School Level)	
Young Adult Books (High School Level)	
Adult Books	
TOTAL # OF BOOKS	

BOOK DRIVE GOAL SHEET

Our Book Goal:



LINKS & CONTACT INFO

Click these links if you're on a computer!

BOOK DRIVE RESOURCES

[Book Drive Flyer](#)

[Book Drive Customizable Flyer](#)

[Childhood Literacy Infographic](#)

[The Book Fairies](#)

CONTACT INFORMATION

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Melville NY 11747

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631.386.4185
info@alliedfoundation.org

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Tax ID: 47-3618153



alliedfoundation.org

